

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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Suite #108

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Fax (716) 634-3145

August 21, 1997

RJR Account #332400
Mr. F. Kowalski
KEYCO DISTRIBUTING

SEMI-ANNUAL WINSTON B2GF CAP / PROMOTION #700927

Dear Frank:

WINSTON regular product has been ordered (see quantities listed below), as well as 18 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11906	Light Box	6M	<u>1</u>
12300-11212	Full Flavor Box	12M	<u>1</u>

<u>Product / Premium Arrival:</u>	<u>September 15, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: September 23, 1997</u>
<u>SKU CUBE:</u>	<u>2.5480</u>
<u>SKU WT (w/o Product):</u>	<u>8.2000 lbs</u>
<u>Retail Sales Offer per Sku:</u>	<u>20 units</u>
<u>Billing per Sku:</u>	<u>4 Full Price Cartons</u>
<u>EFT \$ Amount:</u>	<u>\$N/A</u>
<u>Non-EFT \$ Amount:</u>	<u>\$1,071.31</u>

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B2GFP

KEYCO DISTRIBUTING

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$33.60 (1.2 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: J. McLean

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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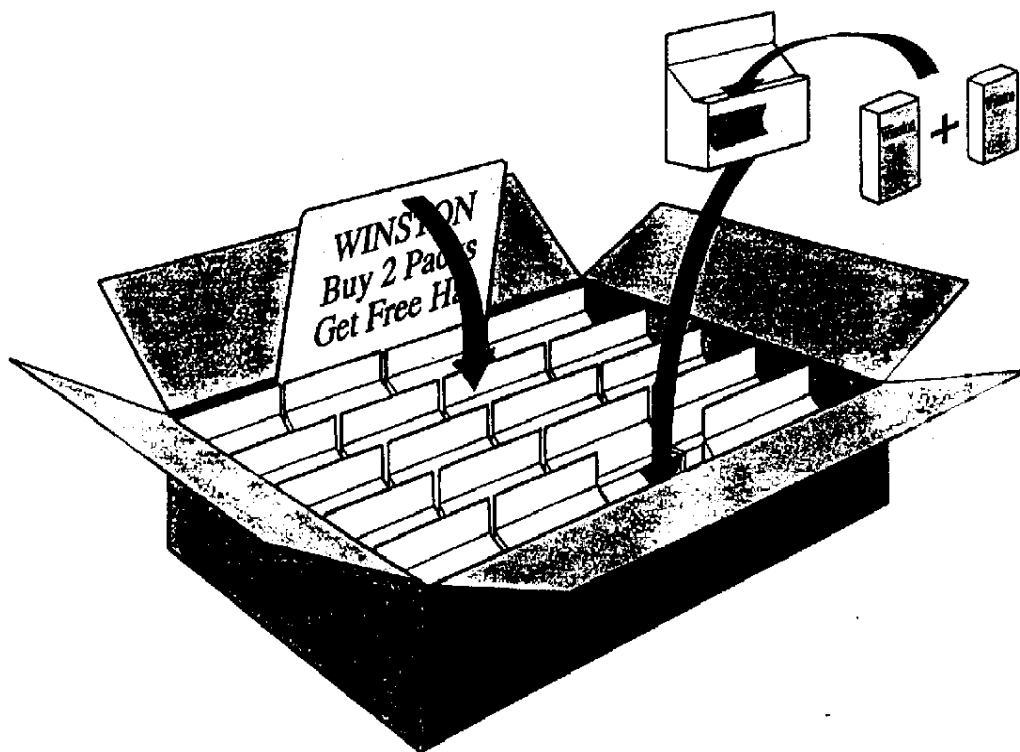
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

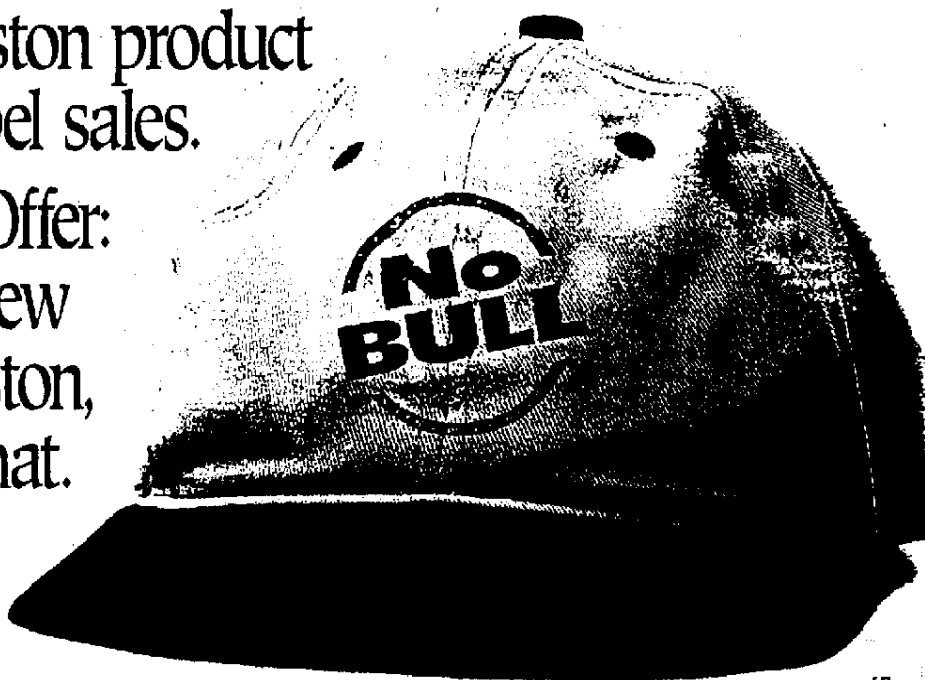
Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	<i>Light Box</i>	<i>FF Box</i>				
Number of Cartons	<i>2</i>	<i>2</i>				

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The right premium **caps** everything off

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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No additives in the smokes.
Lots of additives in
your cash register.

WORKPLAN VAP TEMPLATE LISTING

BPEN55B2
 WHOLESALER : 332400 KEYCO DISTRIBUTORS, INC. <DIRECT>
 TEMPLATE : 700927 71000 WIN OCT HAT
 TEMPLATE SEQ : 0018
 SALES LEVEL : 16XXXX

PAGE: 11
 DATE: 97-08-11
 TIME: 03:12 PM

TER	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162208	162224	182302	HESS MARKET	ROUTE 487	ORANGETHILL	PA	17859	1			29160	(717)683-5737
162208	162220	185099	COOKS STORE	22 LEHMAN CENTER	LEHMAN	PA	18627	2				(717)675-2811
162208	162220	185382	MIDWAY BEVERAGE	MIDWAY S C	WYOMING	PA	18644	1				(717)693-3395
162208	162220	247618	BONANZA BEVERAGE	MEMORIAL HIGHWAY	DALLAS	PA	18612	1				(717)675-8411
162208	162222	360071	WILBURN COUNTRY STO	RR 2 BOX 60	FALLS	PA	18615	1				(717)388-6700
162208	162220	502069	ELITE BEER DISTRIBUT	499-501 HAZLE STR	WILKES BARRE	PA	18702	1				(717)822-2166
162208	162220	710268	WYCHOCKS BEVERAGE	730 W-B TWP BLVD	WILKES BARRE	PA	18702	1				(717)823-5729
162208	162224	775729	FINNS NEWS AGENCY	92 MAIN ST	BLOOMSBURG	PA	17815	1				(717)387-0710
162208	162222	777376	COOLBAUGH'S	RR 1 BOX 203	PITTSBURG	PA	18643	2			20055	(717)829-8188
162208	162220	875309	S&J GROCERY & DELI	48 ASHLEY ST	ASHLEY	PA	18706	1				(717)459-2414
173806	173820	499689	O STOP, INC.	R.D. #1	HAZLETON	PA	18201	1				(717)474-5577
173806	173820	651406	WYCHOCKS MT TOP BEV	75 S MOUNTAIN BLV	MOUNTAIN TOP	PA	18707	2				(717)929-1769
173806	173820	730081	MCADOO VARIETY	53 N KENNEDY DR	MCADOO	PA	18237	1				(717)645-4616
173806	173820	183940	SHARPS NEWS INC	2 E RIDGE ST	LANSFORD	PA	18232	2				

PAGE BREAK TOTAL ACCOUNTS

14

TOTAL QUANTITY

18

TEMPLATE TOTAL ACCOUNTS

14

TOTAL QUANTITY

18